

## 1) Introduction:

Why is it that a country of more than a billion people can't produce more world class players? The answer can be found in the fundamentals: a lack of proper coaching, facilities and support. For e.g., there are barely any structured and standardized manuals for coaches to follow in India. Much of what exists today is in the form of ad-hoc and unstructured coaching programs. As part of our mission, we set out to fill this gap. Drawing from the experience of former professional players, we developed structured and scientific training content for different sports. Then we trained our coaches to deliver this in a systematic way. The result is a new level of professional focus to sports coaching in the country.

We currently have 120 coaches implementing Integrated School Programs (ISP) in 46 schools and 11 After School Programs (ASP) in catering to over 35,000 students.

In the background of an immense need to develop a sporting culture (and infrastructure) in the country it would be relevant to implement a rural sports coaching program at the grassroots/ school level. Based on the well documented ability of sports as a platform to bring about positive social (and economic) transformation, this CSR initiative is targeted at school children in Gujarat and the Taluka & District within Gujarat. The students in each of these schools will be provided sports coaching in more than one sport by qualified and experienced coaches (and supported with basic infrastructure being put in place) with the objective to develop sporting potential/ talent and to contribute to them developing as well rounded individuals.

In this program, our coaches will run the Beginner 1 level course in the first year, Beginner 2 level course in the second year and the Intermediate level course in the third year.

## 2) Project components:

For instance, to provide coaching for 3 sports in 20 schools, we are looking at having 3 coaches per school. These coaches will coach in two schools for 3 days each in a week. Hence, we are looking at 10 coaches per sports making the total number of coaches required of 30. Plus one operations managers to supervise and assist these coaches.

### (a) Requirement of additional manpower for implementation:

Since a set of coaches (for say Cricket, Table tennis and Basketball) will handle two schools, so for anything additional, schools will have to consider the manpower accordingly.

(b) Monitoring & Review System:

Our operations manager shall

- Oversee all supervision of school sports program planning, implementation, systems and controls.
- Regular meetings with Coaches/Head of Grass roots around sports program status
- Organise School visits/surprise visits etc to check the efficiency of the school sports program
- Share School weekly reports with the principal etc.
- Take ownership of the operational systems, processes and policies towards business delivery of the various sports programs
- Play a significant role in long-term planning, marketing the sports program including an initiative geared toward operational excellence.
- Efficient management reporting, information flow, business process and organizational planning.
- Manage and increase the effectiveness and efficiency of the school sports program through improvements, as well as coordination and communication with School authorities.
- Drive initiatives in the team and organizationally that contribute to long-term operational excellence.
- Provide suggestions on program improvement and efficiency in operations.

We use the following tools for reviewing of the project:

- Progress reports:  
Daily log books, session updates on a weekly basis.
- Feedback:  
Monthly feedback from principals on program status.
- Performance reports:  
Backend scoring sheets, report cards of all students.

3) Measurable outcomes from the Project:

Expected outcome & impact of the project includes:

1. Holistic development of rural children
2. Impact on school attendance and attention
3. Nurturing sporting talent
4. Impact on surrounding community

Benefits of the project will be:

1. The community/society will begin to appreciate the importance and relevance of sports.
2. It will also ensure that children have structured physical outlet which has positive impact on their overall growth.
3. If nurtured sporting talent gets recognised then the community/society will feel extremely proud.

How the outcome of the project can be measured & impact assessment can be made:

1. Enrolment / attendance in each school in the program
2. Progress in sporting capability
3. Community acceptance and sense of pride

Sr. No.	Outcome	Unit	Baseline figure	Mid-term figure	End-line figure
1.	Sport A School Team Performance	<ul style="list-style-type: none"> <li>• U14</li> <li>• U16</li> </ul>	At intra-school matches/ tournaments	At inter-school matches/ tournaments	At district level matches/ tournaments
2.	Sport B School Team Performance	<ul style="list-style-type: none"> <li>• U14</li> <li>• U16</li> </ul>	At intra-school matches/ tournaments	At inter-school matches/ tournaments	At district level matches/ tournaments
3.	Sport C School Team Performance	<ul style="list-style-type: none"> <li>• U14</li> <li>• U16</li> </ul>	At intra-school matches/ tournaments	At inter-school matches/ tournaments	At district level matches/ tournaments

#### 4) Details of the implementing agency:

TENVIC was founded by Anil Kumble and Vasanth Bharadwaj to positively impact the lives of people in, and through, sport. They have ventured under TENVIC in the following line of businesses:

1. Grassroots Sport:
  - Coaching of students in 7 sports – cricket, badminton, basketball, lawn tennis, table tennis, chess & football.
  - TENVIC trained coaches, assessed and guided by chief coaches and sports icons.
  - Proprietary content and training programs designed by TENVIC icons.
  - Offerings at different levels of competency and involvement for children.
2. Lessons from Sport:
  - Executive training programs delivered by icons based on lessons for life from sport.
  - Lessons from sport for school students
  - Mentoring of sportspersons for during and post their sporting careers.
3. Branding & Sport:
  - Using sports as a marketing vehicle for brands across categories in a scientific, data bases manner with deep consumer understanding.
4. Sports Retail:
  - Retailing of sports goods and accessories

#### TENVIC Credentials for Sports Manpower Training:

- Approved by the National Skills Development Council (NSDC), a quasi-government body established for skilling across various economic sectors, as a training provider in the sports industry.

- Commissioned to implement a program called Udaan, towards skilling and making employable youth from Jammu & Kashmir as sports coaches.
- Working with NSDC towards formation of the Sports Sector Skill Council, the body that establishes industry standards for skilling and research in the sports sector.
- Accredited by the world table tennis federation (ITTF) for table tennis level 1 and 2 certification for coaches – TENVIC has been running the program for the past 2 years and has trained and certified around 100 TT coaches
- All coaches employed with TENVIC undergo extensive orientation and skill training leading to a TENVIC certification prior to being deployed with schools – a solid program designed keeping in mind various levels of competency and skill in the sport

Kindly visit the TENVIC website – [www.tenvicsports.com](http://www.tenvicsports.com)

## 5) Funding mechanism:

<b>Projected Income schedule</b>				
<b>Assumptions</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	
No of schools - New	20	20	20	
No of sports / school	3	3	3	
Average no of students	350	385	424	
<b>Sr. No.</b>	<b>Particulars</b>	<b>Income heads</b>	<b>Estimates</b>	
1	Program fees	2800 per student per annum	<b>19600000</b>	
2	Program fees	2800 per student per annum	<b>21560000</b>	
3	Program fees (10% increase)	3080 per student per annum	<b>26118400</b>	
<b>Projected expense schedule</b>				
<b>Assumptions</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	
No of schools - New	20	20	20	
No of schools - Year 2				
No of schools - Year 3				
No of sports / school	3	3	3	
No of days per school/per coach	2 to 3 days	2 to 30 days	2 to 3 days	
<b>Expense heads</b>	<b>Estimates</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Capital expenditure</b>				
Sports infrastructure	Estimated cost per school @ 40000	24,00,000		
Equipment maintenance/replace ment	Estimated cost per school @ 20000	4,00,000	8,00,000	8,00,000
<b>Total cost of Capex</b>	<b>B:</b>	<b>28,00,000</b>	<b>8,00,000</b>	<b>8,00,000</b>
<b>Revenue expenditure</b>				
<b>Employee cost</b>				
Salary of coaches	Average salary of 22000 / month	79,20,000	91,08,000	1,00,18,800
Training of coaches	Estimated @ Rs 10,000 per annum	3,00,000	3,00,000	3,00,000
Operation managers	Average salary of 45000 per month	5,40,000	6,21,000	6,83,100
Operations Head	Average salary of 70000 per month	0	0	0
<b>Operation costs</b>				
Sports consumables	Consumables @ 20000 per annum	4,00,000	6,00,000	8,00,000
Travel / conveyance	Average cost of Rs 2000 / month	4,80,000	4,80,000	4,80,000
Other expenses	@ 2% of all expenses	1,00,500	2,70,231	5,79,080
<b>Total revenue expenditure</b>	<b>C:</b>	<b>1,76,60,500</b>	<b>1,13,79,231</b>	<b>1,28,60,980</b>
<b>B+C</b>		<b>2,04,60,500</b>	<b>1,21,79,231</b>	<b>1,36,60,980</b>
<b>P&amp;L</b>		<b>-8,60,500</b>	<b>93,80,769</b>	<b>1,24,57,420</b>

6) Annexures:

(g) Undertaking:

**Undertaking to be attached with the Project Proposals**

I, **S. Ravikumar**, certify and undertake the following -

- a. All the facts mentioned in the proposal titled **TENVIC GCSRA Sports Education Program for schools under CSR** are true to best of my knowledge and belief;
- b. I am authorised by my organisation to submit this proposal and will produce the authority letter whenever asked to do so;
- c. My organisation, **TENVIC SPORTS EDUCATION PRIVATE LIMITED**, will take all such measures which are within its power, to efficiently and accurately implement the project proposal, if and when it is approved and funded;
- d. I will abide by all the frameworks of the Gujarat Corporate Social Responsibility Authority which are applicable to this project during implementation stage; and
- e. In case, any Company agrees to fund this project under its CSR programme, all such funds will be utilised only for the purposes of the approved activities.

Name of the person – S Ravikumar

Designation – Head Grassroots Sports at TENVIC

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